

Program Launch Windows and Deadlines

Last Modified on 12/11/2024 1:27 pm EST

The HBA launches new Ambassador Programs during designated launch windows throughout the year. **Upcoming launch windows and deadlines to complete the GAP Activation form are posted on the [HBA website](#)** and updated regularly. Eligible HBA Corporate Partners intending to launch an Ambassador Program must indicate their intent to launch their program(d) during an upcoming launch window by submitting a completed **Activation Form** by the window's deadline.

Please note that it can take (on average) 6 weeks to determine the details needed internally to complete and submit the **Activation Form**. The HBA recommends considering this timing when deciding which launch window to pursue.

Getting started: quick guide

Preparing to launch an HBA Ambassador Program can take between 3-6 months leading up to a designated program launch window (*multiple windows annually, published [here](#)*).



#HBAimpact

*Required details to activate an Ambassador Program
See notes for Milestone definitions

